GENDER DIFFERENCES AND INEQUALITY IN SPORTS EVENT MANAGEMENT

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How gender differences in sports event sector affected knowledge sharing, organizational behavior and leadership management investigated in-depth research with the help of qualitative method interviews.

https://youtu.be/VQKzuha2yJA
Which strategies do women use to break the barrier of gender differences in sports event management?

**Related sub-questions:**

- Being in sports management, what kind of difficulties did women face in their career?
- What is colleagues’ role in women’s success?
- What is colleagues’ willingness to share knowledge with women?
- How women are perceived by others as leaders?
The role of sports event as a driver for tourism is to put together the participants, athletes’, competition under standardized rules and regulations to be followed.

- Early in 20th century, important changes occurred in sport like the increased popularity of female athletes’ and women's participation in Olympic Games.
- Even in the Olympics, women had to wait for many years to compete in all sports.
- In 1900, Paris Olympics, British champion Charlotte Cooper Sterry won the tennis tournament and became the first woman to win a Gold Medal in Olympic history.

The Heraean Games which is an athletic festival, held in Olympia as early as the 6th century, were the first recorded sporting competition for women.
Gender Differences and Inequality in Sports Events

- In 2015, US Women’s World Cup gained a lot of media coverage about gender inequality in women’s soccer because of the lawsuit that soccer players pursued FIFA about higher potential for injury due to the change of tournament game play field, on artificial turf instead of natural grass.

Forward Sydney Leroux took a photo of her bruised knees and shins after playing a match on a turf field.

‘Battle of the Sexes’ match

- In 2011, a similar case took place at one of the private branch Sports Championship event in Turkey that I managed.

- “Our match helped to advance the game of tennis and women everywhere.”

- “I thought it would set us back 50 years if I didn’t win that match,”

- “It would ruin the women’s tour and affect all women’s self-esteem.”
**LITERATURE REVIEW**

Knowledge Sharing and Colleague Relationships

**(Jiang and HU, 2015)**

- “Knowledge sharing behavior can influence life satisfaction because it can facilitate the building of quality colleague relationships, which in turn contribute to an individual’s overall life satisfaction.”

**(Eagly, 2015)**

- Women, compared to men, will be more satisfied with their lives when they have higher-quality relationships with their colleagues.

**(Susan Durbin, 2011)**

- Women are potentially denied access to a gateway network but women play a significant role in the knowledge creation process.
- A male employee who has been in charge before me rejected to share information just because he believes that this organization is a male-dominated business.
- In order to expand the organization and to expand my knowledge, I reviewed the rules by meeting with all the referees and created my own knowledge and Network.
Leadership and Gender

(C. Trinidad and A. Normore, 2005)

- Selecting the suitable leader with the appropriate skills brings success for the organizations.

(Underdahl, Walker, Samantha C, Woehr, 2014)

- Women are perceived by others as more effective leaders than men.

- However, the same women leaders perceive themselves as less effective than men.

- Some studies show that women are perceived as more effective leaders in predominantly female companies and less efficient in other contexts.
A qualitative and autoethnographic approach was considered appropriate for the study.

For over 10 years of my personal experience as a female sports event manager, I compared my personal experience with the interviews.

The sample size was small with only three interviewees.

The women’s interviewed were identified as having an expertise in sports event sector as well as being currently active in in male-dominated industry, sports event.

These experts were chosen from Turkey (2 people) and Spain (1 people). Participant A and B are from Turkey, A is founder of an event company, age 45, B is event manager, age 46. Participant C is from Germany, living in Spain, age 30, responsible for the coordination of the sports events.

Personal interviews generated using a structured interview with open questions.
Data Analysis

Career Path

- The factors that made them choose sports event sector in their career path are; the unique way of establishing a share in the hearts and minds of people, fun and joy of the sport sector and feeling passion.

Leadership Skills

- There is no difference in skills for men and women leaders.
- Female leaders put their empathy more than men.
- In every culture leadership is a role with many responsibilities.

Women Athletes’ Role and Benefits – How perceived in culture

- Women athletes’ role in sport is encouraging and inspirational but still left behind in sports and should be at the same role as men, equal.

Feminine Sports

- No gender typing of sports, all kind of sports is for both women and men.
There was not a sort of a divide between the “girls” and “boys” group and in their workplace there are mostly men.

Sometimes they get treated differently in their workplace just because they are women.

They use some strategies for to break the barrier with their colleagues, such as; face to face communication, co-operation, respect and being themselves and for to adapt themselves to the organization.

They didn’t have to adopt male behavior role to be more convincing, but they use their femininity in some situations mostly problematic ones.

The way they communicate affects positively other’s perception of them.

Participants reacted to the use of sexist language.
Knowledge Sharing

- Participants mentioned the importance to share knowledge with colleagues to be able to organize events and be successful.

- Participants mentioned that the male colleagues must willing to learn, able to cooperate, self respected, hard working, able to listen and open minded so that they can trust and share their knowledge.

Female Leadership

- Women are perceived by others as more effective leaders than men however, the same women leaders perceive themselves as less effective than men because of the social norms and prejudices which is tough to break.

- Women are perceived as more effective leaders in predominantly female companies and less efficient in other contexts because they don’t feel much pressure of being open.

- Sports organizations and companies would benefit effectively if 50% of their management were women for being able to catch success.
# Findings and Conclusion

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<th>Career Path</th>
<th>Passion, Having fun, Creating social impact, Communicate new people, Networking</th>
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<tr>
<td>Leadership Skills</td>
<td>Visionary, Positive, Dynamic, Decision maker, Democratic, Participative, Communication skills</td>
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<td>Women Athletes Role &amp; Benefits</td>
<td>Encouraging and Inspirational</td>
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<td>Colleague Relationship &amp; Perception</td>
<td>Mostly men in the workplace, Get treated differently in the workplace, Using strategies for to break the barrier with colleagues</td>
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<td>Knowledge Sharing</td>
<td>Importance to share knowledge with colleagues, to be able to organize successful events</td>
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<td>Female Leadership</td>
<td>Need more women in leadership</td>
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STUDY LIMITATIONS

- This study was only based on data from professional female sports event managers, from only two countries and three interviewees.

- It would be meaningful to have a larger sample in future research through semi-structured interviews with female sports event managers and sports women in order to conclude a valid research result.

- In addition to that, age and experience differences, previous involvement in sport and cultural context behave in similar way could be explore.
**RECOMMENDATIONS**

**FOR WOMEN LEADERS**

- No difference in skills for men and women leaders.
- If women leaders ever treat differently in the workplace just because they are women, don’t feel disappointed, remember to be positive and solve the problems with communication skills.
- Good colleague relationship have a positive impact on work and social life for women leaders.
- Use some strategies for to break the barrier with male colleagues, such as; face to face communication, respect, co-operation and observing the roles and culture of the company.
- Use femininity to be more convincing and share knowledge with colleagues to be able to be successful.
- Don’t perceive yourselves as less effective than men.
- Getting feedback from colleagues about the performance, gives women the opportunity to turn themselves into better and affects their self-esteem.
- Encourage yourselves to higher education in sport management.